

The Lean Meal

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YELLOWFIT KITCHEN

Christopher Aldo and Gregorius Ruben started YellowFit Kitchen as struggling college students. Now, they serve 15,000 customers across the nation.

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A lifestyle fuelled by nutritious food and sufficient exercise is desired by many nowadays, especially more recently when health has been the focus of attention. Throughout the rise and fall of the pandemic, this desire increased significantly, making the adoption of a healthier lifestyle no longer an option, but a necessity.

Eating healthy food is an important component of a healthier lifestyle. The Global Health Food Market Report predicts CAGR growth of 4.91% between 2021 and 2027, and the Indonesian market appears prepared to keep pace with this growth. Food Industry Asia revealed in 2020 that almost all Indonesians are interested in adopting a healthier diet pattern and moreover, 89% are satisfied with reformulated foods if the original flavor remains unchanged.

This growing awareness of healthy eating habits inspires innovation in the local food and beverage industry. In terms of presentation and flavor, healthy food menus can now compete with fast food and even Indonesian cuisine, with the benefit that these products are modified and reformulated with more wholesome and nourishing ingredients, resulting in a healthier outcome.



Gregorius Ruben (left) and Christopher Aldo

YellowFit Kitchen has jumped on this bandwagon since its inception in 2017, satisfying the growing desire of many Indonesians to become fitter and healthier. YellowFit, best known for its diet catering and its newly-launched fiber drink companion called Mooles, promises to provide customers with a healthy and effective way to lose weight. With its effective marketing formula and attractive guaran-

→ The word "yellow" in YellowFit, inspired by the campus' well-known nickname, "The Yellow Jacket".

tee, YellowFit has become one of Indonesia's most popular diet catering brands for health achievers. YellowFit has never experienced a year without growth, as its revenue has doubled every year, and it is currently on track to achieve its most ambitious revenue goal of Rp250 billion this year.

Christopher Aldo and Gregorius Ruben's thriving catering business was not handed to them on a silver platter. When Aldo and Ruben founded YellowFit, they were freshmen at the University of Indonesia; hence, the word "yellow" in YellowFit, inspired by the campus' well-known nickname, "The Yellow Jacket". Sadly, with the price they set, they were unable to attract the university students they desired. Their first attempt was unsuccessful, so they relocated their headquarters to Jakarta in the hopes of attracting a different market, such as office workers.

"We learned that people must have a minimum income in order to purchase our products, because it is a bit pricey for those who rely on pocket money," Aldo explains.

Changing their target market did wonders for their business, and YellowFit Kitchen has expanded to 18 cities. Ruben recalls that the greatest number of orders initially received was 24, now they currently serve up to 15,000 people in Indonesia. The Jabodetabek area remains YellowFit's primary market to date. In addition to their current factory, they are constructing a new, larger factory that will provide daily services to approximately 30,000 residents of the Jabodetabek region.

"I never imagined YellowFit Kitchen would grow to this size," says Ruben as he stands in front of the new factory painted in the company's signature yellow.

Along with its growth, YellowFit's customer base has broadened, and now not only dieting office workers use their catering service. Customers who aren't dieting, but enjoy YellowFit's meals and want to avoid the daily hassle of deciding what to eat have

been attracting the duo's attention. YellowFit offers a variety of subscription durations to meet the needs of its customers. Its weekly subscription rate begins at Rp325,000, while its monthly subscription rate is slightly over Rp2 million.

In Jabodetabek, the large number of orders requires YellowFit to have a big delivery fleet as every order is made in its central kitchen at Sunter. Its strategy for ensuring that each meal is delivered fresh involves transporting the meals by car to central locations in each city, where they are then picked up by drivers and delivered to customers.

The marketing strategy of YellowFit is also a distinguishing characteristic. Taking advantage of today's internet-driven culture, 95% of YellowFit's marketing is conducted via social media. YellowFit is the first company of its kind to utilize social media influencers for endorsements and collaborations to increase brand awareness.

Its most recent partnership with influencer Clarissa Putri was a hit on the internet, as the beauty blogger lost 40 kilograms in six months. YellowFit aspires to surpass Clarissa's successful diet's instantaneous effectiveness, which many people covet. To accomplish this, Aldo and Ruben placed her on a strict diet for six months and assisted her with surveillance and exercise. "Clarissa is living proof that YellowFit can help you lose weight in a healthy manner with time, effort, and consistency," Ruben states.

YellowFit partners with F&B industry heavyweights to combat the perception that diet food is tasteless and unsatisfying. In June of this year, they collaborated with Boga Group to create lower-calorie versions of some of the public's most beloved restaurants, such as Kintan Buffet and Pepper Lunch.

The appeal also stems from the guarantee that customers will receive a full refund if they do not lose weight or if the food does not taste good. Guaranteed refunds will be given to customers who have already followed the diet's instructions. "Not everyone has the same body type and may not respond to the meal as well as others," Aldo acknowledges. "Therefore, we accept responsibility for this."

In the years to come, Aldo and Ruben hope to elevate YellowFit to the forefront of the Indonesian diet catering industry, building on the company's past achievements. Aldo asserts that Jakarta and other major cities may have already reached this stage, whereas the market in smaller cities such as Pontianak requires more time to adapt to this relatively new industry. Nonetheless, YellowFit still plans to expand into smaller cities in order to get a head start. Therefore, when the market is ready, YellowFit will already be the go-to brand. **■**

